



2024 MEDIA KIT

Digital media partner for



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WHO ARE WE?

Freedom2Live was launched as a fortnightly newsletter in October 2013 and went weekly in January 2019.

It started as an information and product guide for allied health professionals promoting new assistive technology products. With the launch of the NDIS, which went into full operation in 2020, F2L expanded its coverage and reporting.

The newsletter began delivering more news and research in addition to new products and services to a wider spectrum of readers including occupational therapists, carers, suppliers, people with disability and those undergoing rehabilitation.

F2L has expanded its readership and is widely recognised as one of the leading sources of disability news and resources.

Freedom2live.com.au and Freedom2live eNews provides information for:

- Mobility
- Household Aids
- Vehicles
- Pressure Care
- Health, Wellbeing & Recreation
- Communication
- Paediatrics/Childcare
- Home Solutions
- Holidays/Travel
- Education & Training

We enable product and service providers to connect directly with professionals and consumers.

FREEDOM2LIVE TOUCH POINTS

**Website**

unique users per month 3,400+
page views per month 4,600+

**eNewsletter**

7485 subscribers
open rate average 24.31%
click through rate average 12.06%

**eDM**

Access to 7000 database
open rate average 29.27%
click through rate average 15.34%

**Events**

ATSA Independent
Living Expo plus more

8,327

READERS AS OF JUNE 2022



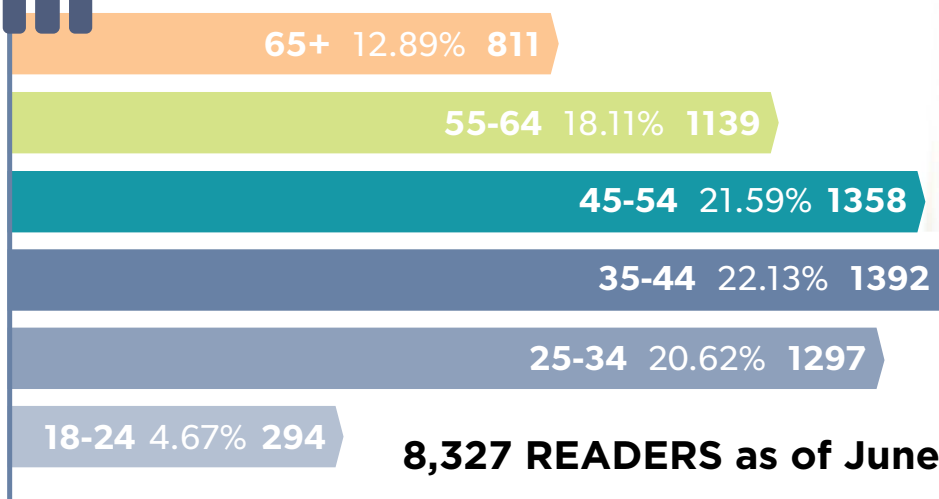
OUR AUDIENCE

Freedom2live eNews and Freedom2live.com.au is a reference tool which provides information to:

- Occupational therapists, allied health professionals searching for the latest products and services for accessibility and disability to recommend to their clients
- Consumers interested in accessibility and disability
- Manufacturers trying to connect with the consumer
- Service providers looking for customers
- Anyone looking for products and services to provide a better quality of life inside and outside their home
- NDIS,NDIA and Federal, State and Territory Health Services.



AUDIENCE AGE GROUPS



WHY ADVERTISE WITH F2L

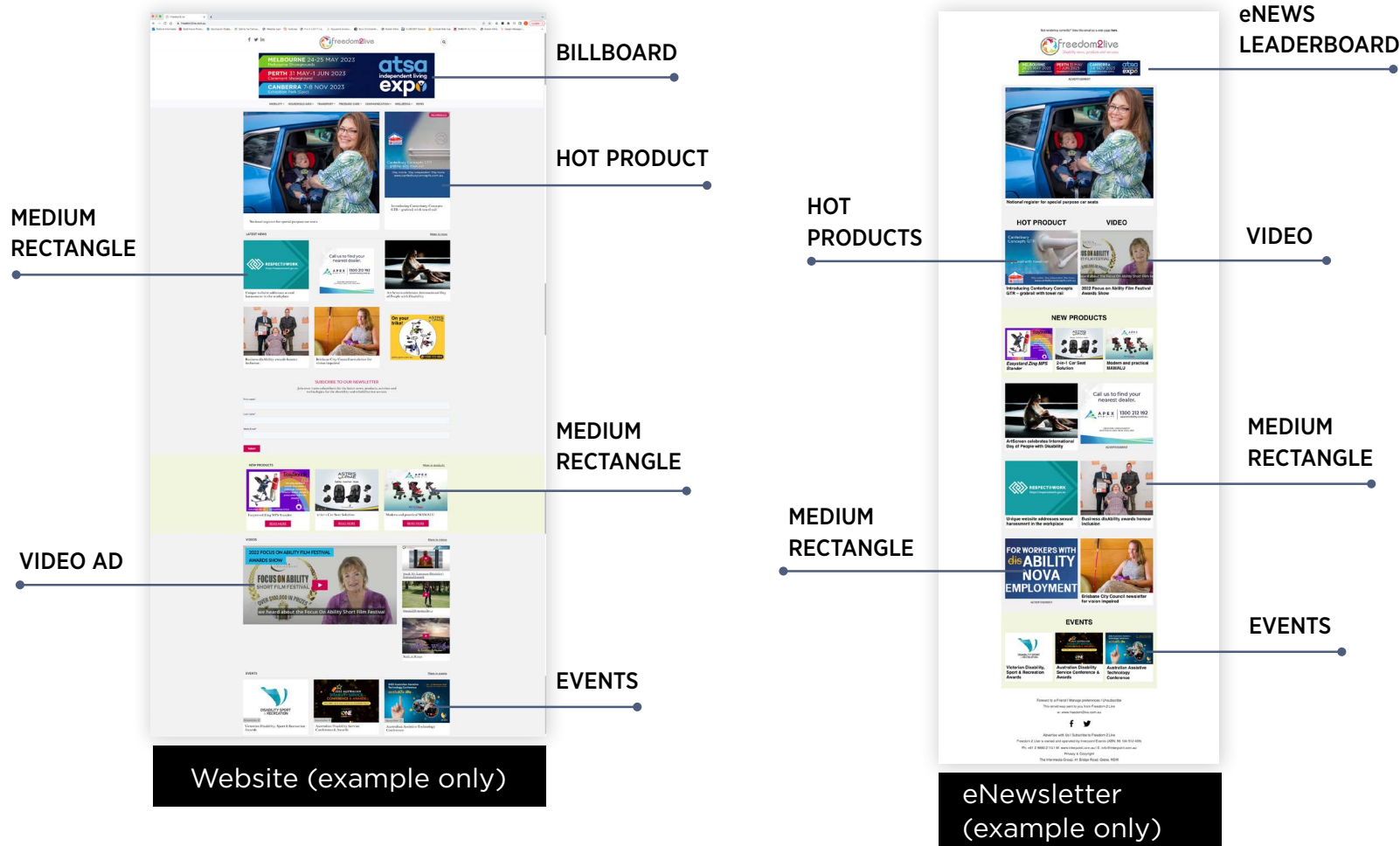
As advertising is essential to create awareness for your company, your products, and services. Advertising will maximise your chances for success and create ongoing opportunities. F2L provides information on the latest products, news and services for the rehabilitation and disability sectors in the community.

- Reach over 8,327 F2L users per week.
- It is a reference tool for more than 8000+ readers that includes suppliers, occupational therapists, allied health professionals and carers.
- Advertising with F2L will maximise your chances for success and create ongoing opportunities. As advertising is essential to create awareness for your company, your products, and services.
- It is crucial to your marketing plans to connect with your audience in the right place.
- F2L can extend the reach of your campaign across the disability sector.
- Leverage our digital channels such as desktop, mobile, eDMs, newsletters to connect with current and prospective customers.
- Covers categories including mobility/ seating, building design, health and wellbeing, communication, household aids paediatrics, childcare, travel, and transport.



DIGITAL MARKETING OPTIONS DIRECT TO THE INBOX OF DECISION-MAKERS

Reach over 8,000+ users per week through F2L. It is crucial to your marketing plans to connect with your audience in the right place and at the right time. Currently, that means you need to meet them where they are spending a fair amount of their time: online. Leverage our digital channels such as desktop, mobile, eDMs, newsletters to connect with current and prospective customers.



DIGITAL MARKETING OPTIONS EXCLUSIVE EDM'S

Extend the reach of your campaign across the disAbility sector. Leverage the high engagement with our digital platform across the website, eNewsletters and eDMs

EXCLUSIVE eDMs

An eDM is a sponsored promotion distributing an exclusive marketing message into the inbox of 8,000+ loyal subscribers of Freedom2live with an dedicated eDM.

Why should I use an eDM?

An eDM is ideal for distributing a large amount of content that includes a combination of words and images as well as links.

When can I send an eDM?

They can be scheduled to be sent on either a Monday, Tuesday, Thursday or Friday each week. This third-party eDM send provides your message with exclusivity and higher reader retention.

eDM's are ideal for promoting:

- Brand Campaigns
- Product Launches
- Company Profiles
- Major Announcements
- Events
- Invitations/Competitions
- Seminars and Webinars


\$1,300 ex GST per send

Average open rate: 29.27%

Average click-through rate: 15.34%

Freedom2live

A special announcement on behalf of our valued sponsors



The time is right now!

Astris PME understands that in many cases you need your new Assistive Technology fast, so that you can get on with your therapy and life, and take advantage of the life-improving equipment straight away. That is why we offer a range of Covid-safe trial and delivery options, so that your applications for NDIS funding are not delayed. We also carry a wide range of AT inventory, right here in Australia. We call this our "Quick Ship Range". And remember, we now have a full range of equipment that is available for short or long-term hire, or rent to own. Because we understand how frustrating delays in funding or supply are, and we want to help you get your equipment fast.

| | | | | |
|---------------------------|---------------------------|-----------------------|------------------------|----------------------------|
| Manual Wheelchairs | Tilt-In-Space Wheelchairs | Powered Wheelchairs | Power Assist | Wheelchair Seating Systems |
| Supportive Pushchairs | Walkers | Upright Strollers | Standers | Hi-Lo Seating |
| Positioning/Sleep Systems | Hygiene | Car Seats & Harnesses | Recreational Equipment | Alternate Seating |

DIGITAL MARKETING OPTIONS

VIDEO ADS

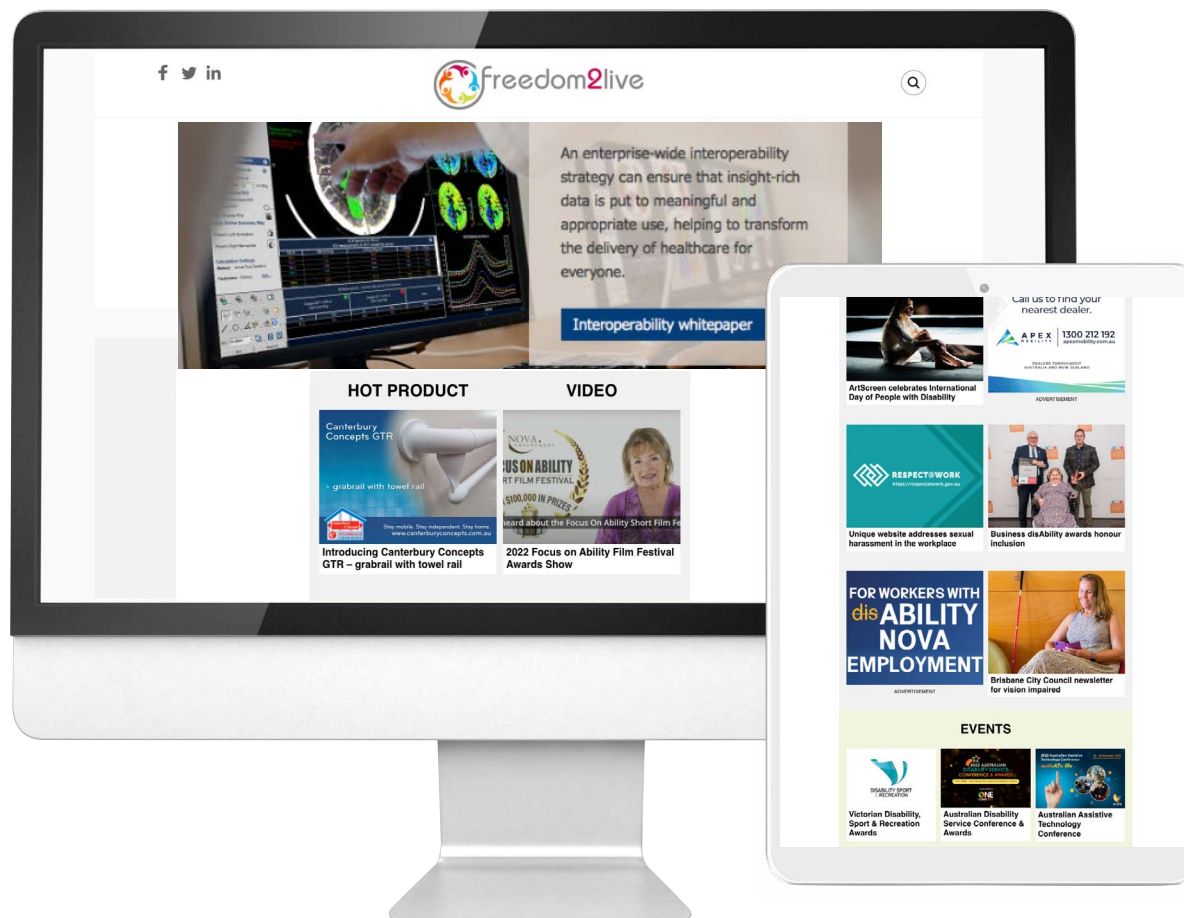
Video ads bring your brand into 3D focus for the users. Video delivers more information about your brand and subject matter. Your video will sit on the Freedom2live website and weekly eNewsletter for one month.

\$1,580 ex GST per month

EVENTS, CONFERENCE, AND EDUCATION OPPORTUNITIES

Promote your conference and event across the website and eNewsletter to drive brand awareness, exhibitors and delegates.

\$250 per week



HOT PRODUCTS

The Hot Product sits in a prime location on both F2L weekly eNewsletter and website for one week and then moves down for the following three weeks into the new product section.

There is only one Hot Product per week, so booking is subject to availability.

Hot Products are ideal for promoting:

- Product launches
- Homepage image
- Newsletter promotions

\$550 ex GST

RATES & SPECS

| BANNER TYPE | DIMENSIONS (Width x Height) | ENEWS ONLY | WEB ONLY | WEB & ENEWS |
|---------------------------|--|---|-------------------------|--|
| EDMs | 600 pixels wide HTML file with subject line | \$1,300 | | |
| eNews Leaderboard | 468 (w) x 60 (h) pixels* | \$1,050 per month | | |
| Billboard | 970 (w) x 250 (h) pixels* | | \$1,300 per month | |
| Leaderboard | 728 (w) x 90 (h) pixels | | Included with Billboard | |
| Mobile Leaderboard | 300 (w) x 50 (h) pixels | | Included with Billboard | |
| Medium Rectangle | 300 (w) x 250 (h) pixels* (maximum 2 ads on rotation) | | | \$750 per month |
| Hot Products | SPECIFICATIONS: Headline: 5-10 words (Include Product name) Main Description: 300 words Hot Product: 1200 (w) x 900 (h) pixels and 420 (w) x 555 (h) pixels | | | \$550 per week Prime location then a further 3 weeks in new product section |
| Events | SPECIFICATIONS: Event details: Date, time, venue and website Main Description: 300 words Image: 1000 (w) x 660 (h) pixels | | | \$270 per week |
| Video ad | Maximum of 2 Gigabytes, in any of the following file formats: MOV, MPG, MP4 Minimum width = 490 pixels, Maximum width = 600 pixels VIDEO: Codec: h.264 Resolution: between 640 - 1280 pixels Bitrate: 5,000 - 10,000 kbps Aspect Ratio: We accept videos of 4:3 ratio. AUDIO: Codec: AAC (Advanced Audio Codec) Sample Rate: 44.1mhz Channels: 2-channel Stereo (not surround) | Newsletter Requirements: Thumbnail image: 400 x 300 pixels | | \$1580 per month |

IMPORTANT INFORMATION & SPECIFICATIONS


All advertisements have live links to the url supplied by the client.

Web and email files: jpg or gif.

F2L offers a reasonably priced banner ad production service.

Creative supplied by client can be changed weekly at 10% charge each banner, or fortnightly if creative is produced for the client by F2L

Prices quoted are for "basic animated gif or jpeg ads" with up to 4 frame changes.



CONTACT US TO FIND OUT HOW TO GET YOUR MARKETING COMMUNICATIONS IN FRONT OF A HIGHLY ENGAGED AND TARGETED AUDIENCE

Over 4.4 million people in Australia have some form of disability. That's 1 in 5 people.

17.1% of people with disability use mobility aids.